

Expansion Vote

(Continued from Page 1, Sec. 1.)

This does not mean any lessening of activity on his part. He has no plans to retire, he said. "Indeed, my hope is that I can make a greater contribution to the business by having more time to devote to creative and service work. To this end, I will serve as head of the new executive planning committee as well as chairman of the board."

John H. McManus, who continues as a senior partner and executive vice president, will head of the operating committee. Len S. Hubbard, a vice president, becomes secretary and senior financial officer. Fred J. Eaton in addition to vice president becomes general manager and general J. Frost, a vice president, also becomes general manager.

It is a great challenge to become president at a time when our business is expanding in so many ways. "I am assuming I will have more free for the active, creative work which is the real heart and soul of our business," he said. "I have been with the agency since 1918."

IN 1950 he went to New York City to open a new McManus, John & Adams office there. He was elected vice president at that time. In 1951 he returned to Detroit as executive vice president and expressed an interest in the chemical and more recently the Pontiac Motor Division account.

While a senior at the University of Michigan, he was business manager of the Michigan Daily and manager of the Michigan band. It was at this time that the Pontiac Motor Division began making up radio broadcasts from various colleges.

This necessitated a number of visits to Ann Arbor from the advertising agency, and W. A. Eaton, then president of McManus, John & Adams, was impressed by the alert and helpful young senior. He offered him a job.

SHORTELIA AFTER graduation in 1928 Jones went out in charge of production and traffic on the Pontiac account.

Adams has written over two hundred million dollars worth of advertising copy and is well on his way to the third hundred million.

He is nationally known for his copy writing talents, particularly in behalf of the Cadillac and Pontiac accounts.

HE BELIEVES in the basic approach and many of his ideas come to him as he drives and are jotted down then and there by the roadside. However, his favorite writing place is his study estate in the Horton National Forest.

He loves to cook and the kitchen in his lodge is one that any woman would envy.

The agency, with offices in New York, Baltimore, Miami, Chicago, San Francisco, Los Angeles, Toronto, Canada and headquarters in Bloomfield Hills, rated one of the top 25 in volume of business in the nation.

Major accounts include Bendix Aviation Corp., Bendix Westinghouse Automotive Air Brake Co., Hooper Kuller Bearing Co., Balluff Electric Products Co., Ganderbach Co., Boeing Co., Dow Chemical Co., Ferry Marine Seed Co., Pontiac and Cadillac divisions of General Motors, Getty-Michigan Corp., Hartmann Luggage Co., Minnesota Mining & Manufacturing Co., National Plastic Products Co. and Roschild Chemicals, Inc.

This & That

(Continued from Page 1, Sec. 1.)

"Let me go out and have a look at him," said the dealer.

They went to the farm. The mule was standing there hitched to a plow. He wouldn't budge. The dealer picked up a two by four and broke it over the mule's head.

"Now try him," the dealer said.

"Giddyap," the farmer said and the mule leaned into the harness and started off.

"I don't understand it," the farmer said. "I thought you said you had to treat him gentle."

"You do," the dealer replied. "But first you have to get his attention."

You may liken the dependence and desire of a majority of our citizens for State and Federal "handouts" to the gases used to inflate and cause balloons to rise upward.

Instead of balloons, let's confine the analogy to taxes. Every time a local county or government tries to get the State and/or Federal treasury for aid, they often get what they get after—and for each dollar.

Presiding Justice Charles H. Lyles 1207
 Scott T. Belyea 1091
 Walter A. Mason Justice 1411
 Tony Lubinsky Jr. 803

(12 Yr. Term)
 Ernest Fore 1132
 Roy L. Dunan 1647
 E. J. Armstrong 236
 Carl W. Campbell 517

(12 Yr. Term)
 George W. Ford 1103
 Elmer W. Lane 805
 W. L. Sturtevant 749
 Walter & Raymond 672
 Henry M. Coffey 458
 Clayton Dooly 205
 Len Horton 458

(One Yr. Term)
 Don T. Lane 923
 G. A. Yousam 974
 Louis Yankik 674
 F. H. Bradford 670
 J. L. Snyder 477
 Bud Priddy 500

IMPORTS

Germany • Holland • Finland
 Italy • France • Sweden
 Denmark • China • Japan

TOYS

CHIKU-RIN GALLERY

316 N. Woodward MI 6-4469
 Open Every Night and Sun.

Assessment Rolls Ordered Spread

Assessment roll for widening and paving of Wilks street from Woodward to Chester have been spread from the city assessors.

Monday night contains money approved the sharing of costs, which will see the city paying for half the additional right-of-way and resurfacing of the existing width, and one-quarter of the additional width.

GIFTS FOR HER...

Estabrook Pen and Pencil Sets
 Coty Toiletries
 Max Factor
 Cara Nome
 Eaton's Select
 Writing Papers
 Revlon Cosmetics

WE'VE GOT CHRISTMAS ALL WRAPPED UP for You!

Choose from Our Complete Selection... Gifts Just Right for Your List!

Parker "51" Pen & Pencil Sets
 Parker Liquid Lead Pencil - FREE
 Yardley's for men and women
 Argus Cameras and Light Meters
 Buxton Bill-folds and Purses

Mrs. Stover's Delicious Candies

105 W. MAPLE AVENUE

Santa Letters

(Continued from Page 1, Sec. 1.)

Dear Santa Claus—I would like a gold watch and a beautiful dress. I hope you can give me these things. I love you very much. Love, Mary.

Dear Santa Claus—Please bring me a Junior Lehman Toy Ball. I love my dog, Rover, but I don't like my dog. Love, Steve.

Dear Santa, I wish I had a good job. I hope you can give me a job. I love you very much. Love, John.

Dear Santa Claus—This is what I want for Christmas. I want a new car. I have a car now, but it is old. I want a new one. I love you very much. Love, Tom.

Dear Santa Claus—Please bring me a very merry Christmas. I love you very much. Love, Bob.

(Continued from Page 1, Sec. 1.)

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BUY NOW! CHRISTMAS GIFTS GALORE!

DISCOUNTS 20% TO 60%

CAMERA DEPARTMENT

Headquarters for...
 Revolver—Argus—Dele—
 Polaroid—Ansco—Kodak—
 Wollensak
 Complete Stock of...
 Camera—Projector—
 Tape Recorder—Screens—
 Light Meters—Camera Cases

"SAVE 20 to 40%"
 (Your Choice Items Excepted)

These Are Our Everyday Low Prices

G.E. ELECTRIC IRONING PAN WITH COVER—Our Price—\$14.95
 G.E. STEAM AND DRY IRON—Reg. \$17.95—Our Price—\$12.95
 GOLDEN HOUR CLOCK—Reg. \$23.95—Our Price—\$14.95

Visit Our DIAMOND DEPARTMENT With Guaranteed Discounts of Up to 60% Free Insurance Policy With Each Ring

WATCH REPAIR SPECIAL Complete Overhaul, Cleaning, Regulating All Parts and Labor—\$7.95

Electric SKILLET with aluminum cover—\$16.95

NORTHWOOD Jewelry Center

2602 N. Woodward, at 12 1/2 Mile
 North Oak
 Open Daily 10 A.M. to 9 P.M.

GIFTS FOR HIM...

Herb Farm Toiletries
 Remington Electric Shavers
 Shulton's Old Spice
 Charbert Shavers' Needs
 His for Men
 Seaforth
 Shavemaster Electric Shavers

GIFTS FOR HER...

Estabrook Pen and Pencil Sets
 Coty Toiletries
 Max Factor
 Cara Nome
 Eaton's Select
 Writing Papers
 Revlon Cosmetics

WE'VE GOT CHRISTMAS ALL WRAPPED UP for You!

Choose from Our Complete Selection... Gifts Just Right for Your List!

Parker "51" Pen & Pencil Sets
 Parker Liquid Lead Pencil - FREE
 Yardley's for men and women
 Argus Cameras and Light Meters
 Buxton Bill-folds and Purses

SHAIN'S REXALL DRUG STORE

Gifts from many, many other well-known manufacturers

BIRMINGHAM

"CHARM FOR CHILDREN"

MODELING — SPEECH — POISE
 BALLET — BALLROOM — TAP DANCING

Pre-School, Grade and High School Ages

Barbara ReNee' Studio
 912 S. Woodward MI 6-4156
 Birmingham 2nd Floor, No. 3

Open Daily
 ADULT EXERCISE CLASSES

CHRISTMAS TREES

Fresh Cut
 Alpina trees

50¢ to \$15.00

Crooks Road 1/2 Mile North of Maple Road.

SANTA'S GUIDE TO GREATER Gift Values

USE OUR HANDY LAY-A-WAY PLAN!

SLEDS \$3.88
WAGONS \$3.88 and \$6.88
TRICYCLES \$7.88 to \$8.88

Genuine Leather **HOLSTER SETS** repeating cap pistol. \$1.88 to \$2.88

Genuine **ARMY EQUIPMENT**

Canteens—\$1.60
 Mess Kit—\$1.19
 Helmets—\$1.98
 Training Rifles—\$3.98
 Bayonets—\$1.19
 and many others.

• Burp Guns, \$3.88
 • Tiny Tear Dolls \$9.88 to \$14.88
 Quantities Limited

TOY MUSICAL INSTRUMENTS

Golden Trumpet \$3.88
 Ebony and Silver Clarinet \$3.88
 Saxophone \$3.88
 Trombones \$6.88

Portable **PHOTOGRAPH** with outline control and handy carrying case \$10.88

Golden Tricycle \$2.99
 Deluxe **PEDAL TRICYCLE** \$6.88

Michigan Shovel \$2.98
 All types large scale model construction trucks.

Gilbert Chemistry Set \$28.88
 complete selection of Erector and Microscope sets.

Extra Warm **Extra Warm AIR FORCE JACKET** Various sizes with detachable collar. Upper outer pockets available. New available in all colors. Navy or charcoal. Heavy duty ripstop, heavy duty construction.

BOYS' SIZES FROM \$12.95
 MEN'S SIZES FROM \$15.95

WE CARRY a complete line of SPORTING GOODS

FIGURE SKATES
 Girls' Sizes to 4 Pr. \$6.95
 Ladies' Sizes 5 to 10 Pr. \$9.95
 Men's Sizes 6 to 12 Pr. \$11.95

• Badminton Sets
 • Horseshoe Outfits
 • Swim Fins

HOCKEY SKATES
 Boys' Sizes to 4 Pr. \$6.95
 Men's Sizes 1-12 Pr. \$9.95

Men's Baretts Pr. \$12.95
 • Croquet Sets
 • Archery
 • Boxing Supplies

30% OFF on all Shakespear Rods & Reels new 1956 models

• spinning • casting • fly

Dacron/Wool Sleeping Bags \$10.95
 Coleman Gasoline Stoves, 2-burner \$12.95

124 W. FOURTH
 across from city parking lot
 Royal Oak — LI 3-0008

We Give Holden's Red Stamps at Our R. O. Store

10

FERNDALE STORE:
 Corner 9-Mile and Woodward
 LI 1-9810

We Give Gold Bell Gift Stamps at Our Fern. Store

10

SURPLUS OUTLET STORES

OPEN DAILY 9-9 TILL CHRISTMAS